



# Village Power 2000: CLEAN WATER DELIVERY WORKSHOP

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## **CHALLENGES OF RURAL MARKETING THE IDE EXPERIENCE**

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# INTRODUCTION OF NEW PRODUCTS

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- Heavy Promotion
- High Quality
- Right Product: customer focus vs. technology focus
- Right Target Market
- When, Where, How to Launch



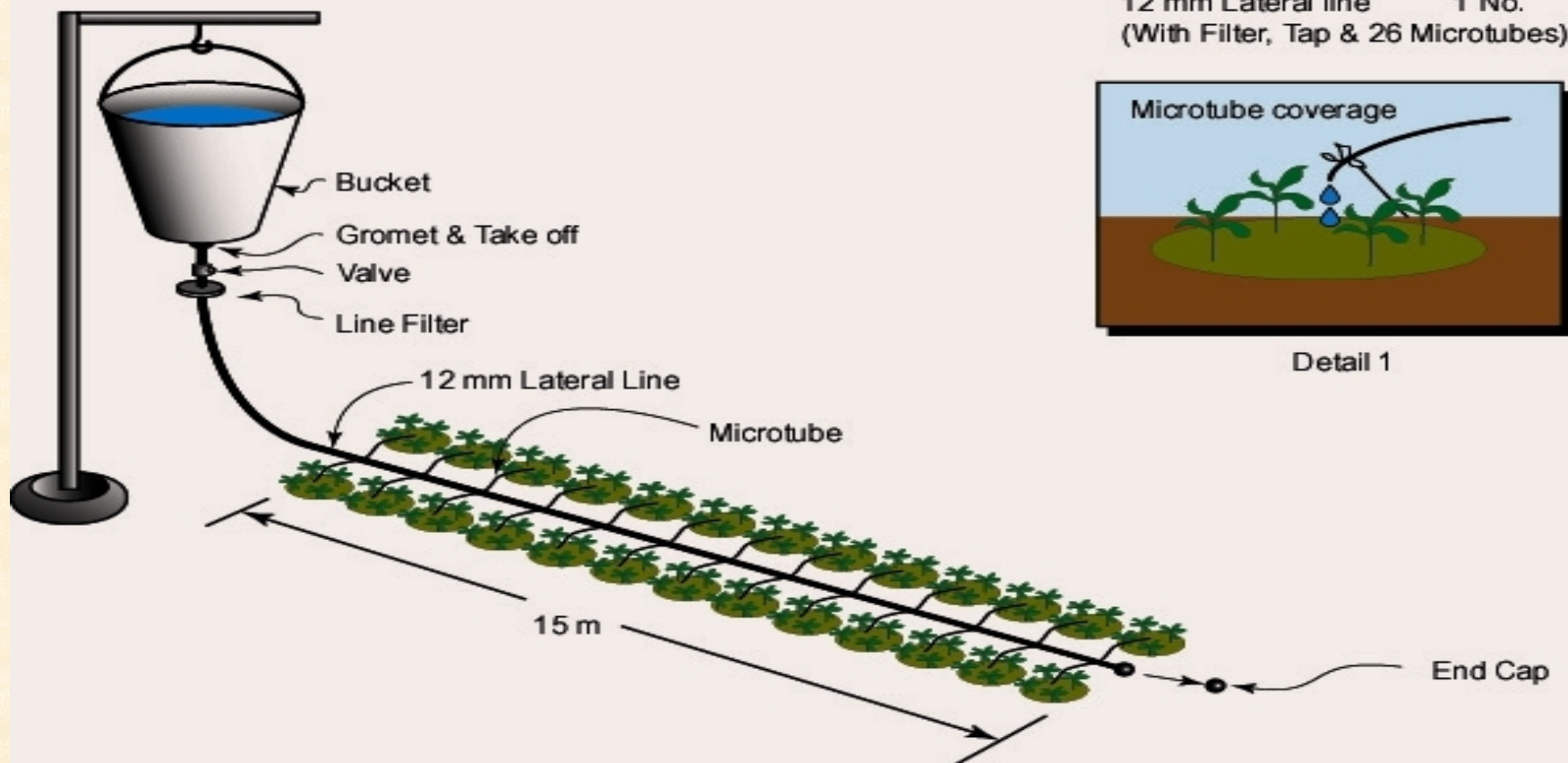
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# IDE Treadle Pump: India



# BUCKET KIT/MICROTUBE SYSTEM

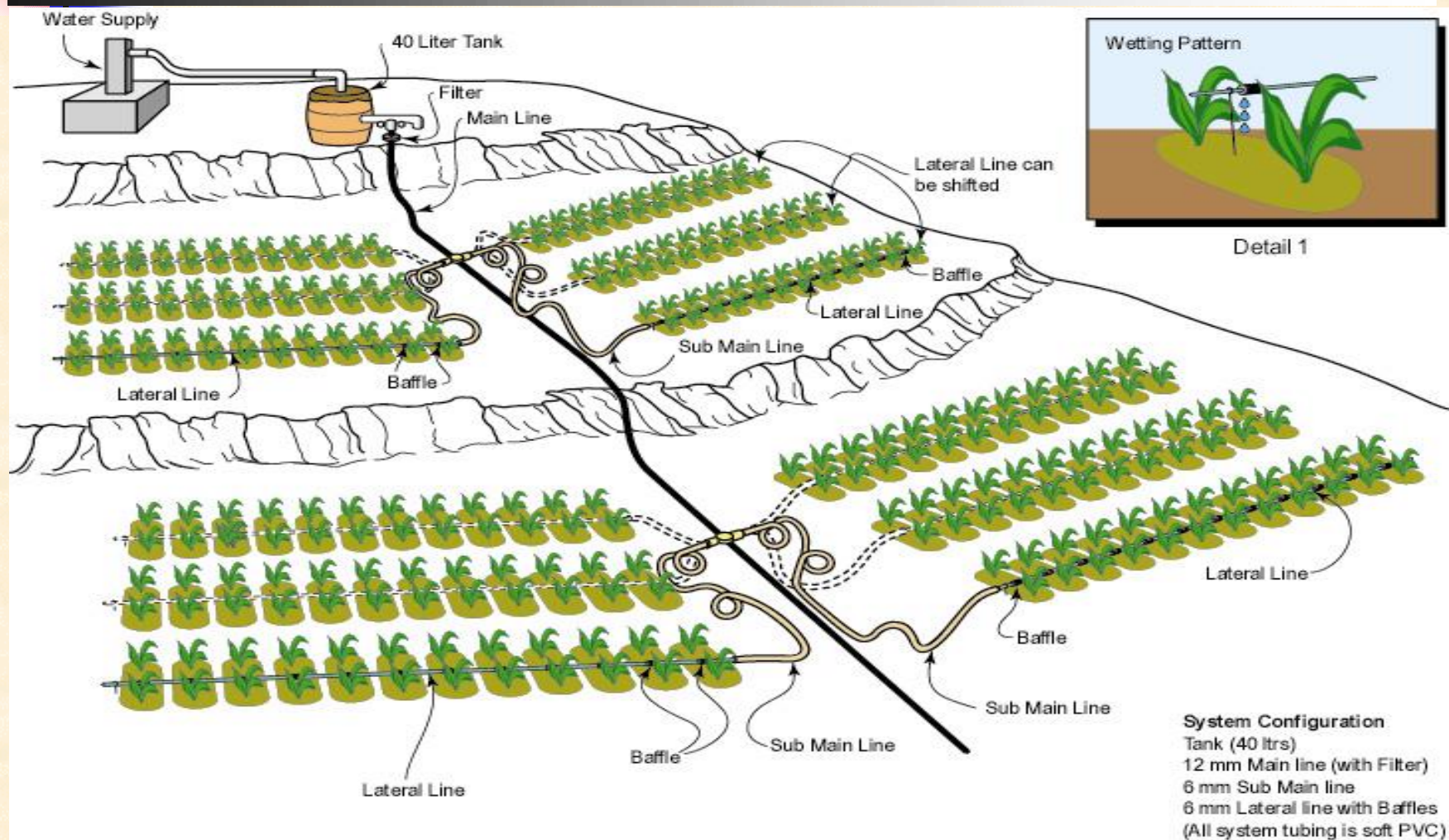




# The IDE Bucket Garden Kit



# Drum Kit: Nepal Shiftable System





# Microtube Drum Kit



# PROMOTION

- *Mobile Public Advertising*

- *street promoters*
- *video vans*

- *Printed Advertising*

- *Farmer's Markets*

- *music, street theatre*
- *leaflets, pamphlets, brochures*
- *posters*





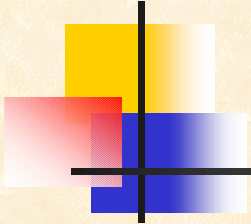
# RURAL MARKETS: CHALLENGES

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- Inaccessible
- Slow uptake of Ideas
- Farmers – Traditional and Conservative
- Early Adopters
- Building the Capacity of the Channel
- Establish Credibility



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# BUILDING PARTNERSHIPS

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- Renewable Energy Marketing vs. Product Marketing
- Market Drivers: Risk-takers
- Different feeder markets for different products



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# FOR FURTHER DETAILS CONTACT:

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